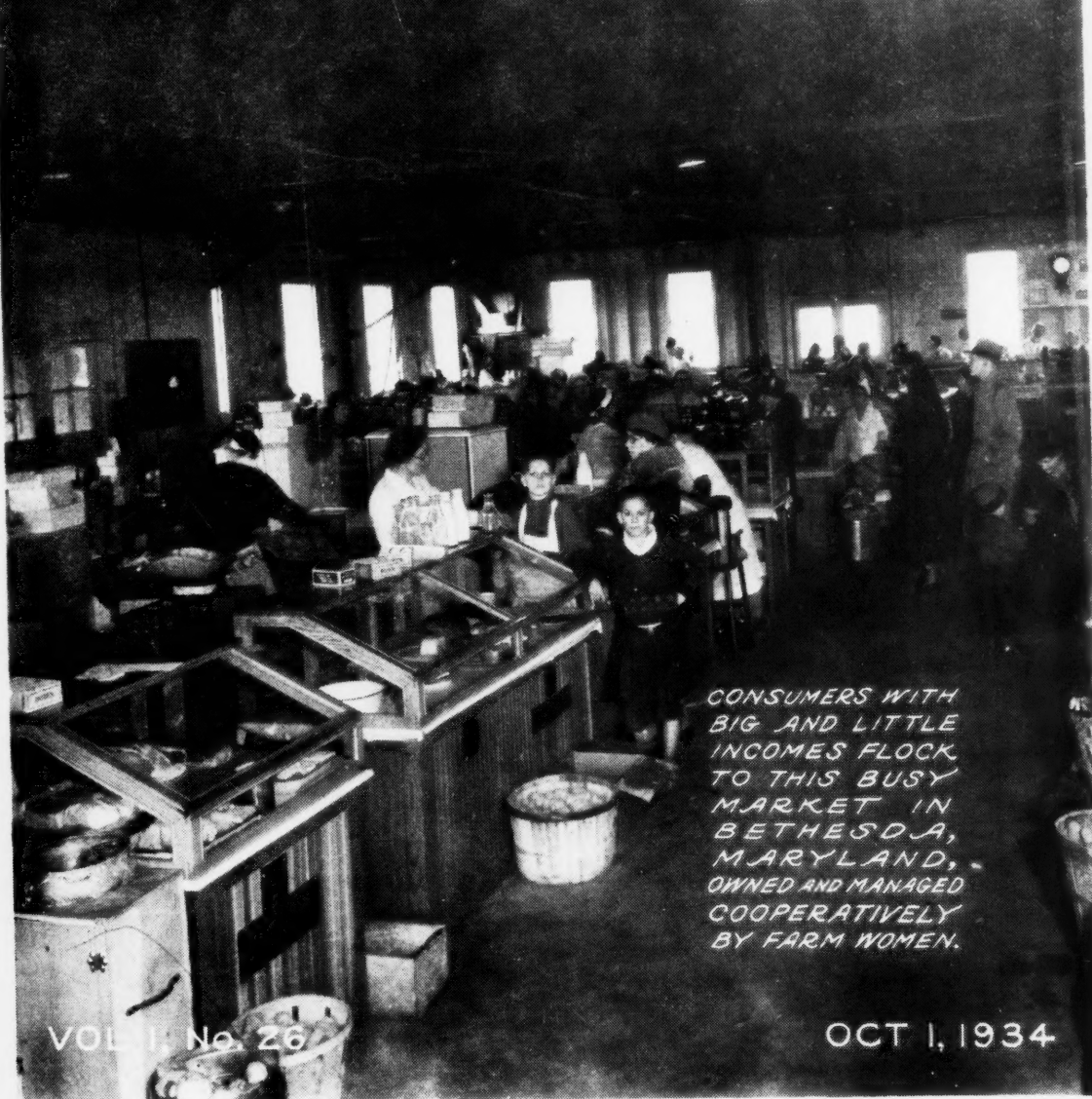


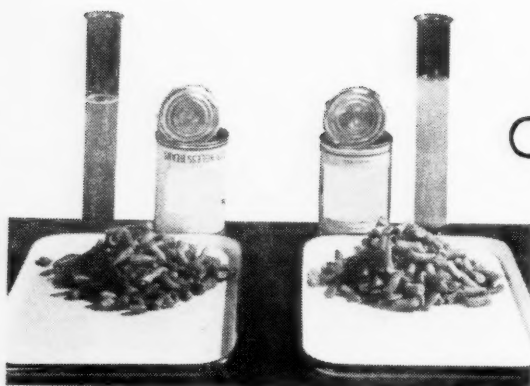
Consumers' Guide



CONSUMERS WITH
BIG AND LITTLE
INCOMES FLOCK
TO THIS BUSY
MARKET IN
BETHESDA,
MARYLAND,
OWNED AND MANAGED
COOPERATIVELY
BY FARM WOMEN.

VOL. II, No. 26

OCT 1, 1934



CHAIN STORES *BEGIN USING* U. S. GRADES

These two cans of beans, containing the same QUANTITY of beans, and nearly the same quantity of liquid, with labels telling consumers nothing definite about QUALITY, were distributed by the same company and both sold by one of the Washington grocery stores. Government experts say there is not more than 2 points difference between the quality of the beans in the two cans. And yet the can at the right cost 13 cents, while the one at the left cost only 8-1/3 cents.

TWO BIG grocery chains are busy revising the labels on their own brands of canned vegetables so they will show consumers quality grades --- according to government standards.

WATCH for these government graded cans. Learn the best uses for each quality.

YOUR CONSUMER representatives in Washington have been working for over a year, urging upon canners the advantages to both consumers and themselves of informative labels on their goods.

AN EXCELLENT BEGINNING has been made. But there are still hundreds of brands on the market with labels having little meaning.

YOU CAN help complete the job of getting all canned goods labelled with government grades. Ask your grocer to stock them.

OVER 80,000 families in rural Alabama and other States have been taken from direct relief rolls and helped toward economic independence by loans under the Rural Rehabilitation program. By exchanging home-grown products for other necessities, and raising the bulk of their own food, these families have taken a new lease on life. More than half of the advances made to Alabama families have been repaid.

FROM MAINE comes the report that many "borderline" families have been saved from going on relief rolls by cash which the Government paid for the pasture of cattle shipped from the drought areas.

A DISCOVERY by the Food Research Division of the Department of Agriculture that apples will retain their original color if immediately after being cut they are sprayed with pineapple juice, may result in great savings to housewives who have had to throw away cut fruit and vegetables because the surfaces have darkened.

MEAT GRADING and stamping by U.S. Government is good business, meat retailers said at their national convention in August. Let's have more of it, make it compulsory -- they added.

BOSTON MILK marketing problems are being tackled by a former member of Consumers' Counsel staff, now Federal Administrator under AAA for Boston Milk

CONSUMER-FARMER BRIEFS ~

*from
Washington*



**U.S. CAPITOL
WHERE YOUR NEW CONGRESS
WILL MEET NEXT JANUARY**

shed. (A city's milk shed is all the farm country which sends milk to it.) Farmers deliver milk in Boston to distributors for just over 6¢ a quart. The 'dairies' sell family milk to Boston consumers for 10¢ a quart at the store, 11¢ brought to their doorsteps.

ON OUR DESK is a can of cream-powder which was sent us as a possible solution for housewives who can't get fluid cream. Mix with warm water, the label says, and you get the same substances as in fluid cream. U. S. D. A. has it for testing.

CONSUMERS' COUNCILS -- volunteer representatives, organized under authority of the National Emergency Council -- are now on the job in some 200 communities all over the country, watching out for consumers' interests as problems arise locally. Consumers' Counsel of the AAA advises and helps these Consumers' County Councils on farm-product matters.

WHAT'S HAPPENING TO PORK SUPPLIES



"The feeling that man should live by providing goods for his neighbors, not by withholding goods, goes very deep; and I believe that it is spreading. But the condition of greater balance and justice we now seek, in a capitalistic structure hastily mended, can certainly not be obtained by arranging that everybody work under the profit system except the farmer. The farmer's instinct has always been to be decent and unbusinesslike, to provide to the uttermost, never to deny. This instinct, obeyed by millions of scattered individuals in a society seeking profits and setting prices on a scarcity basis, took our farmers up the long hill to the poorhouse; and killed them as customers. Their death as consumers closed thousands of factories and helped to throw millions out of work. Now we are trying to give our farmers their rightful place in a more decent and balanced system, a system that will work democratically and make for neighborliness and a shared atuncance. The people who raise the cry about the last hungry Chinamen are not really criticising the farmers or the AAA, but the profit system, as we have inherited it from our past."

Henry A. Wallace, Secretary of Agriculture

PORK PRICES have been rising up to smite the consumer's pocketbook. In four months' time, a pound of pork chops has jumped 35 percent. Other cuts have gone up almost in proportion. With few exceptions, these advances have outdistanced any other food price increases.

WHAT'S behind this increase? Who's getting it? Is it fair?

IT'S THE easiest thing in the world -- if you are a consumer -- to feel indignant at having to pay a higher price for a basic food. But imagine yourself at the other end of the food line - the farmer. It wouldn't take you long to raise a healthy indignation at having to accept a lower price for a product which has cost as much labor, time, and money to raise as when farm prices were higher.

FOR YEARS farmers watched their pay for producing a hog

dwindle away -- not steadily, but with some ups and more downs until it was a fraction of the amount it was before. Back in 1926 a farmer could get \$11.55 a hundred pounds for his hogs. In 1933 he got only around \$3.36.

IT WOULD BE pretty hard to imagine steel or clothing or automobile manufacturers going right ahead, producing just as much of their wares as ever, while their prices were being quartered. But that's what the farmers did. Farmers have a way of keeping on the job, of supplying city people with food, whatever the price.

WHEN THE WAR ended, hog farmers were going full tilt ahead. They were producing not only for consumers in this country but for consumers in Europe. And a larger part of their production than ever before was going abroad. For some years after the war, Europe continued to make very large purchases of our pork and lard, partly because their own supply was small partly because we loaned them money to pay for these imports.

THEN EUROPEAN countries, like Germany and Denmark, began raising more hogs themselves. It became increasingly difficult for us to keep up the funny business of lending them money to pay for our pork products. So that market faded away. In 1913 we "sold" them over 2½ billion pounds of pork and lard. By 1927, we were selling them only a billion pounds, and in 1932 less than three-quarters of a billion pounds.

EVEN WITH the loss of this foreign market, farmers kept on producing huge quantities. But now they had to look to American consumers to buy an increasing amount of their produce.

THE BUSINESS of selling pork is somewhat different from selling cotton or wheat. Those products can be stored. They don't have to be sold within a few months after they are harvested. But pork products cannot be stored indefinitely. They must be consumed within a certain period. So they must be sold at whatever price they will bring.

IF SUPPLIES of pork remain fairly steady, the price you pay for it depends in great measure on the total income of consumers. When that is high, as it was during the years from 1926 to 1930, pork prices are usually high. When total income drops (and supplies don't), you get the breaks for a while in cheap pork and lots of it.

FARMERS get the breaks just contrariwise. When you were paying high prices for pork in the years 1926 to 1930, farmers did not fare badly. Although the prices they received were going down each year, still hog farmers did fairly well.

THEN CAME the depression, hammering and battering down the amount of money that consumers had available to spend for food. City incomes shrank. Money for food became tight. Every penny had to be watched. Result?

PORK PRICES to consumers went swooping down, like a gull to sea level. There was no important reduction in supplies. There was the pork. It had to be sold, and sold at whatever price it would bring. You could buy pork in 1933 for about 40 percent less than you paid for it in 1930.

AND ALL the time you were getting pork cheaper, the hog farmer was going broke. He took a cut of over 50 percent in his prices from 1930

to 1933. In fact, on January 15, 1933, hogs were selling on the farm for an average of \$2.68 per hundredweight. This compared to an average price of \$10.90 per hundredweight on the same date in 1926. As the farmer got poorer as a producer, he got poorer as a consumer. He couldn't buy city workers' products. That forced down city employment and wages.

NOW WHAT'S making these sea-level prices rise?

FIVE things:

FIRST, the cost of feeding hogs jumped in 1933. There was a short corn crop that year. Hogs are the biggest consumers of corn. Because corn prices went up faster than hog prices, farmers were discouraged from raising so many hogs.

SECOND, city consumers' incomes started uphill. With more money to spend, the demand for pork increased.

THESE TWO factors, while important, were not enough to help the farmer out of his bankruptcy. So along came the Agricultural Adjustment Administration with another boost.

THIRD: Over 6,000,000 pigs and sows were bought by the AAA a year ago. All the edible meat from these animals was distributed by the FERA to relief families. The slaughter of these pigs and sows meant that there would be some 800 million pounds less of hog products on the market. This is only about 5 million pounds more than the average export of pork during the period 1921-1924 and means about six pounds less for each consumer.

EVEN THESE reductions in supply failed to promise a sufficient

boost to the farmer's price, so a fourth measure was undertaken.

FOURTH: Last fall, corn and hog farmers agreed to reduce their corn production by 20 percent and their hog production by 25 percent, to try in that way to adjust their supplies to what consumers would likely buy at a higher price that would enable the hog farmer to stay in business.

THIS WAS an emergency, remember. Something drastic had to be done or these farmers would all be on the road to the poorhouse, if not actually knocking at the doors. Just such an emergency as the one that faced city workers, whose wages and hours of work NRA was trying to improve.

FIFTH: And then came the drought in the summer of 1934. Of all the damage done by the drought, the greatest was done to the corn crop. This made feeding hogs an expensive business. It is likely to result in a still further reduction of the amount of pork produced.

NOW, LET'S see what these five changes mean in pounds of pork to consumers. Had none of them happened, had farmers continued to produce their usual supply of hogs, each of us might have expected to have about 70 pounds of pork a year.

SLAUGHTERING the six million pigs and sows, cut our supply in the year ending September 30, 1934, to about 64 pounds.

AS A RESULT of the reduction in the number and weights of hogs raised and marketed, we might each expect somewhere around 51 pounds of pork during the year ending with next September. This is the year when we will feel the worst effects of numbers four and five.

IN DOLLARS and cents, these five changes have meant an increase of 62 percent in the farm price of hogs (not counting benefit payments) and about 40 percent in consumers' price. This is the difference between September, 1934, September, 1933, prices.

EVEN WITH this advance, the farm price of hogs in September was less than it was in 1930, and consumers' prices for pork products were also less than they were in that year.

FARMERS who agreed to reduce their hog and corn production will gain, not only from the better price for hogs but from benefit payments. Over \$300,000,000 compensation will be paid to those who joined in the program to control production.

THESE BENEFIT payments to corn and hog farmers come from a processing tax, which started at 50 cents a hundred pounds and now amounts to \$2.25 a hundred pounds of live hog. While this tax is collected from the man who "processess" the hog into pork products, it has apparently been passed on to consumers to pay during much of the time the tax has been in effect. If it is added equally to all pork products it has increased the price you pay not more than 4½ cents per pound.

THOSE HIGHER prices you are paying for bacon, for salt pork, for pork chops, and all the other pork products, they are your contribution toward reimbursing the farmer for the low prices at which he has been supplying you with these foods in depression years. You are paying for the farmer's return to better days — just as the farmer is paying for the city worker's better pay.

MOST CONSUMERS can see the reasonableness of higher prices provided

they are sure that their extra pennies are really going to producers.

WHEN PRICES to consumers were running at their highest, about 37 cents of each dollar spent by consumers for the products from 100 pounds of live hog went to processors and distributors.

A YEAR AGO, in September, 1933, 57 cents of each consumer dollar for pork went to processors and distributors.

UNDER THE program of boosting farm prices and as a result of the drought, the share of the processors and distributors in the consumer's pork dollar has dropped to 39¢.

FOR SOME CONSUMERS it is difficult to understand why farmers should reduce their production when millions are in need of food. But it is equally difficult for a farmer to understand why factories should close down or produce under capacity while he needs their products.

NO ONE has suggested that factory workers continue to work without pay. No one has suggested that factory owners continue to run their plants without profit.

SO LONG as goods must be sold at a price, so long as their supply depends on the money — and not the need — people have for them, farmers are forced, just as the businessman is, to adjust their production to the market.

THAT'S WHY the little pigs were killed a year ago. That's why farmers agreed to reduce their number of hogs this year.

YOUR FOOD BILL

THE BUREAU of Agricultural Economics is preparing a detailed report on the drought. The report will be out soon. It will give the results of careful surveys which show how much food for humans and how much food for animals is available in this country; where it is located and how it compares with the amounts needed. The report will be discussed in the next issue of the GUIDE.

AS THE GUIDE has already pointed out there is no shortage of human food at the present time, but crops for animal feed are short in the drought area. To some extent this situation can be relieved by shipping feed from a few surplus areas into the drought region.

Everything is being done to make feed available for the winter months in order that breeding animals may be brought through the winter.

FROM A LONGER time point of view the shortage of feed is of great interest to the consumer. It will doubtless mean a smaller supply of meats next year. Meats have been very plentiful during the past two or three years and prices of meats have been so low in relation to prices of other things that many farmers could not afford to sell their output of livestock. The shortage of feeds probably will also reduce somewhat the supplies of dairy products and of poultry and eggs.

THE DROUGHT will have little effect on food supplies for several months.

CHANGES IN CITY RETAIL PRICES

Kind of Food	Apr. 24	Aug. 28	Sept. 11	Change in
	1934	1934	1934	4½ months
<u>Dairy Products</u>	¢	¢	¢	%
Milk, qt.	11.1	11.4	11.5	+ 3.6
Cheese, lb.	23.6	24.3	24.4	+ 3.4
Butter, lb.	28.8	33.6	32.9	+14.2
<u>Beef</u>				
Round steak, lb.	26.5	29.8	30.8	+16.2
Rib roast, lb.	21.5	23.2	24.3	+13.0
Chuck roast, lb.	15.8	17.2	18.3	+15.8
<u>Pork</u>				
Chops, lb.	24.1	32.5	32.4	+34.4
Lard, lb.	10.3	13.1	14.4	+39.8
Wh.smo.ham, lb.	18.7	25.0	26.2	+40.1
<u>Lamb</u>				
Leg of lamb, lb.	26.4	25.1	25.5	- 3.4
Breast lamb, lb.	10.8	10.5	10.8	0.0
Square chuck, lb.	18.8	18.6	18.8	0.0
<u>Poultry and Eggs</u>				
Hens, lb.	24.8	24.5	25.1	- 1.2
Eggs, doz.	23.5	32.9	34.3	+46.0
<u>Bread</u>				
White, lb.	8.0	8.4	8.4	+ 5.0
Rye, lb.	8.6	8.9	8.9	+ 3.5
Whole wheat, lb.	8.7	8.9	8.9	+ 2.3

(Continued)

THE AVERAGE level of retail food prices went up 9 percent from April 24, when the present increase started, to September 11. Meat prices rose the most -- 19 percent; dairy products increased 6 percent; cereal products went up 4 percent; and prices of other foods, 7 percent.

PRICE INCREASES in cities in the drought area have been almost exactly the same as in the non-drought area.

MAJOR ADVANCES in price have occurred in the period since July 17. Not all the increase of 7.1 percent in prices of foods in these three months is due to the

CHANGES IN CITY RETAIL PRICES

Kind of Food	Apr. 24 1934	Aug. 28 1934	Sept. 11 1934	Change in 4½ months
<u>Cereal Products</u>	¢	¢	¢	%
Flour, lb.	4.7	5.0	5.1	+ 8.5
Macaroni, lb.	15.5	15.8	15.8	+ 1.9
Wheat cereal (28 oz. pkg.)	24.2	24.3	24.2	0.0
<u>Vegetables - canned</u>				
Corn, #2 can	11.3	11.4	11.5	+ 1.8
Peas, #2 can	16.5	17.0	17.1	+ 3.6
Tomatoes, #2 can	10.6	10.4	10.3	- 2.8
<u>Vegetables - fresh</u>				
Potatoes, lb.	2.7	2.1	2.1	-22.2
Onions, lb.	4.5	4.4	4.2	- 6.7
Cabbage, lb.	3.5	3.5	3.3	- .7
<u>Vegetables - fresh</u>				
Lettuce, head	9.3	9.1	9.6	+ 3.2
Spinach, lb.	6.5	8.9	9.3	+27.7
Carrots, bunch	5.5	4.9	5.0	- 9.1
<u>Fruit - canned</u>				
Peaches, #2½ can	17.9	18.7	18.9	+ 5.6
Pears, #2½ can	20.8	21.6	21.8	+ 4.8
Pineapple, #2½ can	21.9	22.5	22.6	+ 3.2
<u>Fruit - fresh</u>				
Apples, lb.	6.5	5.8	5.7	-12.3
Bananas, doz.	22.4	22.9	23.6	+ 5.4
Oranges, doz.	27.7	37.2	37.0	+33.6

drought situation. Part of it is due to normal seasonal factors. In the ten years from 1924 to 1933 prices increased from July to September eight times and decreased only twice. This year the price increase has been more than average but less than occurred in two of the ten preceding years. One of these two years was 1933. Last year the percentage increase in food prices from July to September was greater than this year.

PRESENT FOOD prices are not high in comparison with prices of other things consumers buy. This is because food prices while now increasing, have been unusually low for some time. The latest cost of Living data published by the Bureau of Labor Statistics for June 1934 showed that food prices at

that time were 8.4 percent above the 1913 level. Clothing prices were 36.4 percent above; fuel and light prices 56.0 percent above; household furnishings prices 67.8 percent above; and miscellaneous items, 95.9 percent above. Thus food prices are still low in comparison with the cost of other commodities.

IN GENERAL consumers have little basis for complaint if (1) the rise in food prices is fully reflected in increased prices to farmers which gives them a more reasonable purchasing power and (2) if city workers' incomes increase so that they can still afford to buy plenty of good food.

THE S. READ between prices received by farmers and prices paid by consumers has been fairly stable since the first part of the summer. Prices at the farm have risen about as much as prices in the city stores. Some consumers have written to the GUIDE to protest the higher prices of pork products. The best evidence appears to be that the spread between the cost of hogs and the price of pork products is about normal when allowance is made for the payment of the hog processing tax of \$2.25 a hundred pounds of hog, which goes to cooperating farmers. The increases so far in pork prices are a reflection of higher returns to farmers from hogs after a period of hardship to producers from low prices.

RETAIL PRICES REPORTED IN THE GUIDE ARE COLLECTED BY THE BUREAU OF LABOR STATISTICS.

DAIRY PRODUCTS

PRICES OF fluid milk and of cheese each went up 0.1 cent from August 23 to September 11. Butter prices dropped 0.7 cent a pound.

IN SPITE of the drought butter production in August was ahead of 1933 and milk production per cow declined less than it usually does from August 1 to September 1.

THE DROUGHT was less severe in the dairy regions than was first anticipated and the late rains have helped to hold up production.

STORAGE HOLDINGS of butter on September 1 were 55 million pounds less than a year earlier.

THE SHORTAGE of feed caused by drought may reduce the output of dairy products later in the year.

Average Retail Price, September 11, 1934 (cents)			
Markets	Milk qt.	Cheese lb.	Butter lb.
United States	11.5	24.4	32.9
Atlanta	12.0	22.1	34.7
Baltimore	11.0	26.8	34.9
Birmingham	14.0	20.3	34.5
Boston	10.7	25.5	34.1
Bridgeport	14.0	28.9	34.4
Buffalo	12.0	26.2	31.5
Butte	11.0	21.7	33.4
Charleston, S. C.	13.5	21.2	32.9
Chicago	10.0	27.5	32.5
Cincinnati	12.0	25.6	31.3
Cleveland	11.0	25.5	32.6
Columbus	10.0	25.8	32.2
Dallas	10.0	25.6	32.7
Denver	10.0	25.7	32.6
Detroit	11.0	24.6	33.0
Fall River	13.0	25.7	33.6
Houston	11.8	20.5	33.3
Indianapolis	9.0	26.6	33.0
Jacksonville	15.0	19.8	31.9
Kansas City	12.0	23.7	31.1
Little Rock	12.0	22.5	31.9
Los Angeles	11.0	22.3	33.5
Louisville	11.0	26.5	32.4
Manchester	11.0	25.4	33.6
Memphis	11.0	20.8	32.6
Milwaukee	10.0	24.7	36.7
Minneapolis	10.0	23.6	30.5
Mobile	13.0	22.3	31.3
Newark	13.0	24.3	33.1
New Haven	15.0	28.9	34.8
New Orleans	11.0	22.2	32.3
New York	12.5	27.8	32.9
Norfolk	14.0	21.2	33.7
Omaha	10.0	24.9	30.7
Peoria	10.0	22.5	30.2
Philadelphia	11.0	28.6	35.8
Pittsburgh	11.0	25.0	32.5
Portland, Me.	11.0	26.2	34.5
Portland, Ore.	11.2	21.6	32.4
Providence	13.0	25.0	33.4
Richmond	12.0	22.5	34.0
Rochester	12.0	27.7	32.2
St. Louis	11.0	23.1	32.8
St. Paul	10.0	23.7	30.6
Salt Lake City	10.0	20.1	32.2
San Francisco	12.0	28.0	33.5
Savannah	13.0	21.3	32.7
Scranton	11.0	25.4	34.2
Seattle	9.7	20.4	33.7
Springfield, Ill.	10.0	22.9	30.9
Washington, D. C.	13.0	26.6	34.9

cents)
Butter

Average Retail Price, September 11, 1934 (cents)

	White	Rye	Whole wheat
lb.	lb.	lb.	lb.
32.9	Markets		
34.7	United States	8.4	8.9
34.9	Atlanta.....	8.9	9.3
34.5	Baltimore.....	8.7	9.0
34.1	Birmingham.....	9.6	9.6
34.4	Boston.....	8.3	9.3
31.5	Bridgeport.....	8.7	9.1
33.4	Buffalo.....	8.4	8.2
32.9	Butte.....	9.5	9.7
32.5	Charleston, S. C.....	9.0	9.5
31.3	Chicago.....	7.3	7.7
32.6	Cincinnati.....	7.7	9.4
32.2	Cleveland.....	7.8	8.3
32.7	Columbus.....	8.2	8.9
32.6	Dallas.....	7.8	7.9
33.0	Denver.....	7.5	9.1
33.6	Detroit.....	7.2	7.6
33.3	Fall River.....	8.1	8.7
33.0	Houston.....	8.6	8.6
31.9	Indianapolis.....	7.3	7.7
31.1	Jacksonville.....	9.8	9.9
31.9	Kansas City.....	8.4	8.8
33.5	Little Rock.....	9.9	10.2
32.4	Los Angeles.....	7.8	9.6
33.6	Louisville.....	7.3	8.0
32.6	Manchester.....	8.8	9.6
36.7	Memphis.....	8.5	8.9
30.5	Milwaukee.....	7.2	7.3
31.3	Minneapolis.....	8.5	8.8
33.1	Mobile.....	8.9	9.7
34.8	Newark.....	9.1	9.3
32.3	New Haven.....	8.6	9.0
32.9	New Orleans.....	8.3	8.9
33.7	New York.....	8.8	8.8
30.7	Norfolk.....	8.1	8.7
30.2	Omaha.....	8.4	8.7
35.8	Peoria.....	8.2	9.1
32.5	Philadelphia.....	8.6	9.2
34.5	Pittsburgh.....	8.4	8.7
32.4	Portland, Me.....	9.1	9.5
33.4	Portland, Ore.....	9.1	10.0
34.0	Providence.....	8.1	8.8
32.2	Richmond.....	8.6	8.7
32.8	Rochester.....	8.0	8.2
30.6	St. Louis.....	8.4	9.1
32.2	St. Paul.....	8.6	8.9
33.5	Salt Lake City.....	7.6	8.9
32.7	San Francisco.....	9.3	9.0
34.2	Savannah.....	9.5	9.8
3.7	Scranton.....	9.4	9.8
0.9	Seattle.....	9.1	9.7
4.9	Springfield, Ill.....	8.6	9.2
	Washington, D. C.....	8.3	8.9

BREAD

THERE WAS no change in average prices of bread from August 28 to September 11.

THE INCREASES which occurred during the summer were enough to allow for the higher prices of wheat and flour and there is nothing in the present situation to indicate a further rise in the near future.

THE INGREDIENTS in a loaf of white bread selling for 8.4 cents cost the baker about 3.1 cents at present prices leaving 5.3 cents to pay for manufacturing and distributing costs. This is about the same as the margin which existed during the crop year 1931-1932.

CEREAL PRODUCTS

FLOUR PRICES went up 0.1 cent a pound from August 28 to September 11, while wheat cereal prices dropped 0.1 cent.

WHOLESALE FLOUR prices advanced a little in early September but no marked changes are anticipated in the next few months.

THERE IS plenty of wheat to feed our consumers. Stocks at the end of the year may be reduced to about normal levels.

RECENT REPORTS indicate a rise in farm prices of wheat from 89.6 cents a bushel in August to 92.2 cents in September.

Average Retail Prices September 11, 1934 (cents)

Markets	Flour lb.	Macaroni lb.	Wheat cereal 28 oz. pkg.
United States	5.1	15.8	24.2
Atlanta	5.6	16.6	25.9
Baltimore	5.1	16.4	23.3
Birmingham	5.1	14.8	25.4
Boston	5.3	16.5	23.3
Bridgeport	5.6	16.6	25.2
Buffalo	5.2	15.9	23.8
Butte	5.3	16.5	26.1
Charleston, S. C.	5.6	16.1	24.9
Chicago	5.0	15.3	24.5
Cincinnati	4.6	14.5	21.4
Cleveland	4.9	17.3	22.9
Columbus	4.5	16.6	26.3
Dallas	5.1	17.5	25.2
Denver	4.2	17.3	23.1
Detroit	5.2	14.6	23.6
Fall River	5.4	15.6	22.9
Houston	4.9	13.2	22.2
Indianapolis	4.6	15.8	25.7
Jacksonville	5.4	16.5	25.4
Kansas City	4.9	14.2	24.5
Little Rock	5.3	16.7	28.2
Los Angeles	4.8	15.0	23.8
Louisville	5.4	14.7	24.2
Manchester	5.5	17.7	25.4
Memphis	5.5	15.0	25.2
Milwaukee	4.9	14.4	24.7
Minneapolis	5.1	14.1	24.0
Mobile	5.1	17.0	25.2
Newark	5.4	16.1	22.2
New Haven	5.5	16.9	23.5
New Orleans	6.1	9.9	25.0
New York	5.3	17.0	23.5
Norfolk	5.1	15.9	24.9
Omaha	4.5	18.7	24.9
Peoria	5.0	17.3	25.9
Philadelphia	5.1	16.4	22.4
Pittsburgh	4.7	16.0	23.1
Portland, Me.	5.3	17.4	24.2
Portland, Ore.	4.3	15.1	23.1
Providence	5.6	15.3	22.8
Richmond	5.3	15.2	23.3
Rochester	5.3	15.6	24.5
St. Louis	4.9	15.9	25.0
St. Paul	5.0	14.3	23.8
Salt Lake City	4.0	17.7	23.6
San Francisco	5.1	16.4	24.2
Savannah	5.4	15.8	24.9
Scranton	5.2	16.8	24.9
Seattle	4.6	15.9	25.7
Springfield, Ill.	5.0	16.2	24.2
Washington, D. C.	5.4	16.2	23.8

Average Retail Prices September 11, 1934 (cents)

Markets	Round steak Rib roast Chuck roast		
	lb.	lb.	lb.
United States	30.8	24.3	18.3
Atlanta	30.8	23.6	18.2
Baltimore	31.1	25.2	17.5
Birmingham	31.0	23.8	17.8
Boston	42.1	28.9	22.7
Bridgeport	38.0	29.9	23.7
Buffalo	30.3	24.8	19.2
Butte	20.8	18.3	13.3
Charleston, S. C.	27.6	22.2	15.0
Chicago	29.1	26.5	21.1
Cincinnati	28.1	22.4	14.9
Cleveland	30.8	25.4	20.1
Columbus	32.0	24.7	19.1
Dallas	29.5	24.4	16.1
Denver	27.6	19.4	16.2
Detroit	29.9	24.3	19.4
Fall River	39.3	26.9	20.1
Houston	27.6	22.0	14.0
Indianapolis	30.0	21.2	17.6
Jacksonville	26.4	22.4	16.4
Kansas City	28.2	22.6	16.6
Little Rock	26.4	21.0	15.4
Los Angeles	24.0	20.9	15.3
Louisville	28.3	19.4	15.6
Manchester	38.4	25.3	21.4
Memphis	30.8	24.4	16.3
Milwaukee	28.2	22.5	19.0
Minneapolis	28.2	22.4	17.5
Mobile	26.6	20.4	15.8
Newark	37.6	30.0	23.4
New Haven	41.1	30.2	24.7
New Orleans	27.6	25.1	17.1
New York	36.5	30.3	21.6
Norfolk	31.6	27.2	18.0
Omaha	27.7	18.8	16.6
Peoria	28.3	19.7	16.8
Philadelphia	37.0	31.6	23.4
Pittsburgh	30.6	24.4	19.1
Portland, Me.	39.5	28.4	19.1
Portland, Ore.	21.2	17.9	13.2
Providence	39.5	30.0	22.5
Richmond	35.4	28.3	18.5
Rochester	30.7	23.9	18.7
St. Louis	32.8	23.9	18.1
St. Paul	27.2	22.4	18.4
Salt Lake City	24.0	18.5	14.6
San Francisco	25.9	23.0	14.9
Savannah	26.6	23.1	11.2
Scranton	36.3	29.4	24.8
Seattle	24.6	20.7	15.6
Springfield, Ill.	30.6	20.3	17.8
Washington, D. C.	35.6	27.3	20.1

BEEF

THE INCREASE in beef prices continues — all cuts being quoted at about a cent a pound higher on September 11 than on August 28. Present prices of beef are around 15 percent higher than they were in April.

PRESENT PROSPECTS are that beef prices will continue upwards, although the advance may be moderate during the rest of 1934. In 1935 there is certain to be a sharp reduction in supplies of beef and of other meats. Prices will be higher.

MEAT PRICES, in comparison with the prices of other basic farm commodities have been very low during the past two or three seasons. Although cattle prices at the farm rose from \$3.71 in August to \$4.21 in September they are still considerably below pre-war levels.

PORK

PRICES OF most pork cuts continued to advance from August 28 to September 11. Lard prices were reported up 1.3 cents, and whole ham prices up 1.2 cents, but pork chops were quoted at 0.1 cent lower.

ALL PORK products have risen substantially in price during the past several months. Increases since April amount to from 30 percent to 40 percent on different cuts.

HOG PRICES at the farm have also been recovering from the depression levels of last summer, averaging \$6.04 on September 15 compared with \$4.61 in August, \$3.97 in July, and \$3.52 in June.

THE SEPTEMBER price was still below the pre-war average.

Average Retail Prices, September 11, 1934 (cents)

Markets	Chops lb.	Lard lb.	Whole smo. ham lb.
United States	32.4	14.4	26.2
Atlanta.....	31.8	14.9	25.0
Baltimore.....	32.2	14.6	24.9
Birmingham.....	29.7	13.6	25.6
Boston.....	34.5	14.4	28.2
Bridgeport.....	35.3	14.0	26.4
Buffalo.....	35.9	13.6	25.9
Butte.....	28.1	15.7	26.8
Charleston, S. C..	25.0	12.8	24.5
Chicago.....	30.8	13.7	25.7
Cincinnati.....	31.2	14.5	23.7
Cleveland.....	34.8	15.9	26.9
Columbus.....	33.9	14.2	26.5
Dallas.....	32.3	13.3	26.7
Denver.....	31.7	14.6	27.2
Detroit.....	31.2	14.0	27.7
Fall River.....	34.7	13.6	26.6
Houston.....	29.0	12.9	25.2
Indianapolis.....	30.2	14.0	25.1
Jacksonville.....	25.6	13.4	25.1
Kansas City.....	32.4	14.5	25.0
Little Rock.....	28.6	14.1	24.5
Los Angeles.....	41.3	14.7	29.3
Louisville.....	31.6	13.2	23.3
Manchester.....	34.1	14.2	27.8
Memphis.....	26.4	13.9	24.9
Milwaukee.....	30.0	14.1	24.5
Minneapolis.....	31.9	14.1	25.6
Mobile.....	27.4	13.8	25.7
Newark.....	32.3	14.3	26.4
New Haven.....	36.1	14.4	28.8
New Orleans.....	27.8	13.7	24.8
New York.....	34.6	14.5	26.1
Norfolk.....	30.4	13.7	24.6
Omaha.....	28.4	14.6	25.7
Peoria.....	30.3	14.8	25.8
Philadelphia.....	36.3	15.3	26.8
Pittsburgh.....	33.4	14.3	25.7
Portland, Me.....	36.6	16.8	28.5
Portland, Ore.....	33.7	14.5	27.4
Providence.....	35.8	14.3	26.8
Richmond.....	32.2	14.3	25.2
Rochester.....	35.6	14.5	26.6
St. Louis.....	27.7	14.8	26.8
St. Paul.....	30.3	14.7	25.5
Salt Lake City.....	35.1	17.1	30.2
San Francisco.....	36.0	15.6	29.5
Savannah.....	25.0	13.1	22.1
Scranton.....	37.7	15.0	26.2
Seattle.....	36.2	15.5	28.9
Springfield, Ill..	28.8	14.3	27.6
Washington, D. C.	36.2	14.9	25.8

Average Retail Prices, September 11, 1934 (cents)

	Leg of lamb	Breast lamb	Square chuck
Markets	lb.	lb.	lb.
United States	25.5	19.8	18.8
Atlanta	25.2	11.4	14.9
Baltimore	24.9	11.5	19.0
Birmingham	26.1	10.8	16.0
Boston	26.0	12.5	15.5
Bridgeport	26.2	9.4	20.8
Buffalo	23.6	11.6	20.6
Butte	23.6	10.6	18.5
Charleston, S. C.	26.0	14.3	18.3
Chicago	25.9	10.4	20.8
Cincinnati	24.6	11.3	20.1
Cleveland	26.8	11.8	24.2
Columbus	27.6	12.1	21.8
Dallas	26.3	12.3	17.5
Denver	22.5	9.8	17.9
Detroit	26.6	11.9	21.7
Fall River	26.7	9.6	16.8
Houston	30.1	11.5	17.9
Indianapolis	27.7	12.2	21.8
Jacksonville	25.0	10.6	18.6
Kansas City	24.8	12.0	18.9
Little Rock	26.3	11.0	16.5
Los Angeles	23.4	9.8	16.7
Louisville	26.8	13.8	13.8
Manchester	26.1	14.1	20.3
Memphis	25.8	11.0	16.3
Milwaukee	26.0	9.0	20.2
Minneapolis	23.8	9.0	18.5
Mobile	26.0	12.4	16.6
Newark	26.4	11.2	22.0
New Haven	27.3	12.6	22.2
New Orleans	26.4	10.7	16.2
New York	26.3	10.1	18.6
Norfolk	25.1	10.2	13.7
Omaha	23.6	8.1	17.3
Peoria	25.8	11.5	20.4
Philadelphia	27.3	8.0	17.5
Pittsburgh	25.7	12.5	21.0
Portland, Me.	25.6	13.2	19.1
Portland, Ore.	20.6	8.8	16.0
Providence	26.7	10.7	20.4
Richmond	27.3	12.7	19.2
Rochester	24.0	11.5	19.8
St. Louis	26.7	13.4	19.8
St. Paul	23.1	9.7	18.7
Salt Lake City	23.4	8.3	18.0
San Francisco	24.8	8.8	15.4
Savannah	24.4	10.8	17.2
Scranton	30.5	11.1	21.5
Seattle	22.8	9.7	17.8
Springfield, Ill.	25.5	10.4	16.8
Washington, D. C.	24.9	10.5	19.4

LAMB

PRICES OF lamb are increasing along with other meat prices. Lamb legs were quoted at 0.4 cent higher on September 11 than on August 28; breast at 0.3 cent higher; and chuck at 0.2 of a cent higher.

MARKET SUPPLIES of lambs increased in late August and in early September they were greater than last year.

AAA BUYING of sheep as a relief measure started in mid-September. In this way, large numbers of animals which would have starved or died of thirst are being processed by the F.S. R.C. for relief distribution.

IT IS EXPECTED that the higher prices of beef and pork will maintain lamb prices and possibly raise them some from present levels.

Average Retail Prices, September 11,
1934 (cents)

Markets	Hens	Eggs
	lb.	doz.
<u>United States</u>	<u>25.1</u>	<u>34.3</u>
Atlanta.....	20.4	35.6
Baltimore.....	29.7	36.3
Birmingham.....	19.3	34.5
Boston.....	27.9	48.0
Bridgeport.....	30.2	44.3
Buffalo.....	27.0	34.9
Butte.....	20.1	36.9
Charleston, D. C.....	22.6	34.9
Chicago.....	26.8	34.0
Cincinnati.....	24.2	30.6
Cleveland.....	27.7	32.1
Columbus.....	23.8	28.1
Dallas.....	17.2	24.2
Denver.....	20.7	35.0
Detroit.....	27.8	30.2
Fall River.....	29.9	43.1
Houston.....	23.9	31.0
Indianapolis.....	23.8	29.6
Jacksonville.....	23.9	40.2
Kansas City.....	21.0	30.2
Little Rock.....	17.8	30.3
Los Angeles.....	28.7	33.8
Louisville.....	20.3	29.5
Manchester.....	26.4	40.5
Memphis.....	19.1	28.0
Milwaukee.....	21.9	29.0
Minneapolis.....	22.3	27.7
Mobile.....	19.4	31.3
Newark.....	31.7	42.3
New Haven.....	34.9	42.9
New Orleans.....	22.2	29.4
New York.....	30.4	41.2
Norfolk.....	26.3	33.1
Omaha.....	21.4	27.0
Peoria.....	21.4	27.1
Philadelphia.....	30.6	37.6
Pittsburgh.....	26.3	34.3
Portland, Me.....	25.2	42.7
Portland, Ore.....	22.1	30.7
Providence.....	28.9	35.9
Richmond.....	27.2	32.4
Rochester.....	26.3	35.8
St. Louis.....	22.8	30.2
St. Paul.....	21.8	27.8
Salt Lake City.....	24.4	32.3
San Francisco.....	31.0	34.4
Savannah.....	19.9	32.8
Scranton.....	29.9	35.9
Seattle.....	25.5	34.3
Springfield, Ill.....	20.4	26.2
Washington, D. C.....	28.7	40.0

POULTRY AND EGGS

POULTRY PRICES and egg prices both advanced further in early September. The rise in prices of hens from August 28 to September 11 amounted to 0.6 of a cent a pound while egg prices went up 0.4 of a cent a dozen.

EGG PRICES have been going up more than the usual seasonal amount. The drought shortage of feed may cause prices of both poultry and eggs to go higher than usual this winter and next spring.

AT THE FARM the price of eggs increased from 17.2 cents in August to 21.9 cents in September, and chicken prices rose from 11.4 cents to 12.7 cents.

Average Retail Prices, September 11, 1934 (cents)

Markets	Potatoes lb.	Onions lb.	Cabbage lb.
United States	2.1	4.2	3.3
Atlanta	2.6	4.8	2.9
Baltimore	1.6	4.2	3.4
Birmingham	2.5	5.2	2.6
Boston	1.8	3.7	3.5
Bridgeport	1.8	3.5	3.0
Buffalo	1.4	3.8	2.6
Butte	2.0	4.4	3.5
Charleston, S. C.	2.3	4.9	3.4
Chicago	2.4	4.0	3.4
Cincinnati	2.2	4.1	3.1
Cleveland	1.9	3.5	2.8
Columbus	2.0	4.6	3.3
Dallas	3.8	6.0	4.9
Denver	2.3	4.4	2.7
Detroit	1.8	3.3	2.4
Fall River	1.5	4.3	3.0
Houston	2.7	4.6	4.4
Indianapolis	2.0	4.4	3.3
Jacksonville	2.1	4.2	3.0
Kansas City	2.6	6.2	4.0
Little Rock	2.9	4.3	3.6
Los Angeles	2.2	2.8	2.6
Louisville	2.1	4.4	3.2
Manchester	1.6	3.8	3.0
Memphis	3.2	5.1	3.3
Milwaukee	1.8	4.2	2.7
Minneapolis	2.2	4.9	3.8
Mobile	2.3	3.7	3.3
Newark	1.6	4.0	2.9
New Haven	1.8	3.9	3.3
New Orleans	2.4	3.7	4.0
New York	1.9	4.1	3.6
Norfolk	1.8	4.5	4.6
Omaha	2.5	5.7	4.5
Peoria	2.4	5.2	3.3
Philadelphia	2.1	4.0	4.7
Pittsburgh	1.7	4.0	2.8
Portland, Me.	1.6	3.9	3.2
Portland, Ore.	1.7	2.9	3.4
Providence	1.5	3.8	3.1
Richmond	1.7	4.4	3.8
Rochester	1.3	3.4	2.6
St. Louis	2.6	4.2	3.1
St. Paul	1.8	4.6	3.1
Salt Lake City	1.5	3.1	2.8
San Francisco	2.2	3.3	---
Savannah	2.2	4.5	3.4
Scranton	1.6	3.4	2.6
Seattle	1.9	3.0	3.4
Springfield, Ill.	2.2	4.9	3.7
Washington, D. C.	1.6	4.8	3.7

VEGETABLES
(Fresh)

POTATO PRICES on September 11 were quoted the same as on August 28. Onion prices dropped 0.2 cent a pound during the two weeks period and cabbage prices also went down 0.2 of a cent a pound.

AT THIS time of the year potato prices usually fall off. This year shipments from the late states appear to be rather light but the crop will be bigger than last year. Prices so far have been a good deal lower than a year ago. Recently prices at shipping points have been dropping. Presque Isle, Maine, quoted 45 to 55 cents a hundred pounds on September 28. This is a low price for the Maine farmer.

THERE IS A good supply of late onions although the crop is somewhat smaller than last year. Shipments are above last year.

CABBAGE CONTINUES to be very abundant and prices are extremely low. The total late crop is estimated at 9 percent above average and 62 percent above 1933.

VEGETABLES
(Fresh)

THE PRICE of lettuce went p
0.5 of a cent a head from
August 28 to September 11.
Spinach prices dropped 0.6 cent
a pound and carrot prices went
up 0.1 of a cent a bunch.

LETTUCE PRODUCTION in the late
states is considerably above
last year and about 8 percent
above average. Shipments from
California have been above last
year. The higher prices in
early September were probably
due to a shift from local let-
tuce to western lettuce.

NEW YORK and Ohio are shipping a
little spinach but supplies con-
tinue to come mostly from areas
around the local markets.

CARROT SHIPMENTS are running
heavier than last year. The
late crop is estimated as about
10 percent above average and
about 12 percent more than last
year.

Average Retail Prices, September 11, 1934 (cents)

Markets	Lettuce head	Spinach lb.	Carrots bunch
United States	9.6	8.3	5.0
Atlanta	10.0	8.5	8.5
Baltimore	11.0	9.0	5.8
Birmingham	9.5	10.1	7.1
Boston	10.9	6.6	5.8
Bridgeport	11.8	7.4	4.5
Buffalo	8.8	8.3	3.3
Butte	8.9	9.7	4.1
Charleston, S. C.	10.8	8.5	9.2
Chicago	10.7	11.4	5.0
Cincinnati	9.8	10.8	4.0
Cleveland	11.6	7.2	4.6
Columbus	11.5	10.4	5.1
Dallas	7.2	11.6	6.9
Denver	7.5	7.2	2.9
Detroit	9.4	9.3	4.6
Fall River	12.9	9.3	4.8
Houston	8.2	7.3	5.7
Indianapolis	11.6	7.7	5.0
Jacksonville	8.8	11.9	7.2
Kansas City	9.5	11.6	6.1
Little Rock	6.9	7.8	5.5
Los Angeles	5.7	3.2	2.9
Louisville	9.1	10.0	4.4
Manchester	12.4	8.3	4.4
Memphis	9.1	9.7	5.9
Milwaukee	10.2	8.4	3.4
Minneapolis	9.9	8.9	3.5
Mobile	8.8	9.6	7.3
Newark	11.0	7.3	8.3
New Haven	10.7	6.2	4.6
New Orleans	9.6	8.1	5.7
New York	11.6	6.7	5.6
Norfolk	11.6	7.4	5.4
Omaha	10.4	10.2	5.8
Peoria	10.6	9.5	6.9
Philadelphia	10.3	7.0	3.9
Pittsburgh	10.0	9.2	4.2
Portland, Me.	11.2	8.6	5.0
Portland, Ore.	5.0	8.1	3.7
Providence	12.3	7.9	4.9
Richmond	10.6	9.6	6.1
Rochester	9.6	8.0	2.9
St. Louis	9.8	7.7	5.4
St. Paul	10.2	8.8	4.1
Salt Lake City	9.1	8.9	3.1
San Francisco	4.1	6.0	2.4
Savannah	9.8	8.4	9.1
Scranton	11.2	8.4	4.3
Seattle	4.8	4.9	2.5
Springfield, Ill.	9.7	8.5	5.5
Washington, D. C.	10.6	7.9	7.5

Average Retail Prices, September 11, 1934 (cents)

Markets	Apples	Bananas	Oranges
	lb.	doz.-lb.*	doz.
United States	5.7	23.6	37.0
Atlanta	5.9	21.7	29.4
Baltimore	5.6	20.2	38.5
Birmingham	6.2	*6.1	35.7
Boston	6.1	*5.9	38.6
Bridgeport	5.9	*5.9	41.8
Buffalo	4.5	24.1	35.1
Butte	5.4	*9.3	31.7
Charleston, S. C.	6.7	19.9	30.0
Chicago	7.6	*7.0	40.5
Cincinnati	5.7	*6.9	35.2
Cleveland	4.6	*6.4	38.9
Columbus	5.1	*7.1	36.2
Dallas	---	*6.9	42.8
Denver	5.9	*8.1	32.8
Detroit	4.8	*6.2	40.4
Fall River	7.8	*6.6	40.1
Houston	8.1	21.8	39.1
Indianapolis	5.5	*7.2	35.0
Jacksonville	6.1	15.6	50.0
Kansas City	6.5	*8.0	40.9
Little Rock	7.6	*6.2	34.3
Los Angeles	3.9	*5.4	16.8
Louisville	5.2	*7.4	30.7
Manchester	5.0	*6.3	39.6
Memphis	6.6	*6.3	34.5
Milwaukee	6.8	*6.9	34.4
Minneapolis	6.2	*8.3	38.8
Mobile	6.5	17.4	30.6
Newark	6.6	24.0	40.8
New Haven	6.3	24.6	40.5
New Orleans	---	16.7	31.8
New York	6.7	23.0	42.8
Norfolk	5.1	22.0	38.5
Omaha	7.2	*8.2	34.4
Peoria	6.4	*7.8	44.3
Philadelphia	5.2	21.7	38.8
Pittsburgh	4.7	25.3	39.5
Portland, Me.	5.2	*7.1	40.6
Portland, Ore.	4.0	*8.1	34.2
Providence	6.4	*6.5	41.3
Richmond	5.8	24.8	34.9
Rochester	3.5	24.5	38.7
St. Louis	6.1	*6.6	42.1
St. Paul	6.9	*8.3	38.1
Salt Lake City	6.1	*7.5	---
San Francisco	4.7	20.5	28.9
Savannah	4.7	20.8	33.4
Scranton	4.3	20.6	37.9
Seattle	3.4	*7.3	38.1
Springfield, Ill.	6.0	*7.2	40.3
Washington, D. C.	5.6	24.2	39.9

FRUIT

(Fresh)

APPLES WERE quoted 0.1 cent a pound lower on September 11 than on August 28. This is a seasonal drop. The low point usually comes in September and October.

THE CROP in the East is short this year and prices are likely to be well maintained. The quality in most sections is reported as better than average.

PRICES OF oranges dropped 0.2 of a cent a dozen from August 28 to September 11. There will be a big crop of all citrus fruit this year unless there should be unusual weather conditions. The citrus fruit marketing agreement will tend to give steady volume and prevent gluts on the market but supplies should be fairly plentiful for the coming year.

Average Retail Prices, September 11, 1934 (cents)

Markets	Peaches	Pears	Pineapple	Corn	Peas	Tomatoes
	#2-1/2 can	#2-1/2 can	#2-1/2 can	#2 can	#2 can	#2,2-1/2* can
United States	18.9	21.8	22.6	11.5	17.1	10.3
Atlanta	18.6	23.2	24.7	11.8	18.3	9.3
Baltimore	16.8	19.8	20.2	12.8	15.9	10.1
Birmingham	19.4	22.3	24.5	10.8	20.3	9.0
Boston	19.3	22.3	22.9	13.0	18.3	12.9
Bridgeport	19.6	23.9	23.1	13.3	19.6	12.1
Buffalo	18.9	22.4	22.0	11.5	15.8	10.8
Butte	20.1	22.8	24.6	12.1	16.1	10.6
Charleston, S. C.	16.2	21.1	22.2	10.3	16.8	9.8
Chicago	21.2	23.5	23.9	11.9	15.8	12.0
Cincinnati	18.2	22.5	22.4	10.5	16.9	9.6
Cleveland	19.0	22.5	22.5	11.8	16.8	10.6
Columbus	19.6	23.4	23.6	10.3	16.5	9.9
Dallas	20.8	24.7	23.8	12.5	20.9	10.6
Denver	20.2	22.8	23.7	12.1	17.8	10.9
Detroit	18.8	21.8	23.2	10.4	19.1	10.0
Fall River	19.7	22.2	22.0	11.6	17.4	10.5
Houston	17.4	20.8	21.3	11.8	16.6	8.6
Indianapolis	18.8	21.4	23.8	10.1	16.5	9.9
Jacksonville	17.2	21.6	21.8	11.4	15.9	8.6
Kansas City	19.7	22.2	22.5	10.0	16.5	9.9
Little Rock	20.2	24.4	24.0	11.3	16.1	9.9
Los Angeles	15.8	19.2	19.6	11.8	16.5	*12.4
Louisville	19.7	22.2	22.2	9.9	15.5	9.6
Manchester	19.9	23.6	23.4	12.9	17.4	11.8
Memphis	18.2	22.3	22.1	10.3	15.6	9.0
Milwaukee	19.3	19.7	24.0	11.8	18.3	11.3
Minneapolis	20.4	22.3	24.2	10.0	17.3	11.0
Mobile	16.8	18.8	19.1	10.9	17.6	9.3
Newark	17.1	21.0	21.6	11.0	16.1	10.3
New Haven	20.1	23.9	23.1	13.5	16.9	12.0
New Orleans	18.5	22.2	21.7	11.6	19.0	10.0
New York	17.3	20.7	20.8	11.8	16.3	10.9
Norfolk	18.0	23.7	23.3	11.3	15.5	8.8
Omaha	20.6	23.7	23.7	12.0	16.3	11.6
Peoria	20.9	24.6	24.1	12.9	16.5	11.5
Philadelphia	18.0	19.1	21.3	11.9	17.5	10.8
Pittsburgh	18.6	21.1	22.6	10.8	17.0	10.3
Portland, Me.	20.4	23.4	23.5	11.6	17.5	11.0
Portland, Ore.	19.0	18.9	21.2	11.5	17.3	*13.1
Providence	19.3	20.1	22.5	11.9	18.1	10.0
Richmond	18.6	22.7	22.1	11.3	18.1	8.5
Rochester	21.4	20.9	23.7	11.8	16.1	11.6
St. Louis	18.8	22.5	23.1	11.1	17.6	9.5
St. Paul	20.9	22.4	23.8	11.5	17.0	11.0
Salt Lake City	20.1	22.2	23.4	11.5	15.4	*13.5
San Francisco	16.6	19.0	19.9	11.3	15.4	*13.1
Savannah	18.7	22.9	23.1	11.4	19.4	9.3
Scranton	19.2	21.1	22.0	12.9	15.1	10.6
Seattle	18.1	19.9	21.7	12.6	17.8	*14.2
Springfield, Ill.	21.2	25.1	25.6	12.4	17.8	12.5
Washington, D. C.	17.6	21.3	21.5	11.0	14.8	9.3

HOW DO YOU PLAN THE FAMILY MEALS?



IF YOU want to know how to get a well-balanced diet and get the best food value for your money, write to the Office of Information, U. S. Department of Agriculture, in Washington, for some of the home economics publications. Here are some of the titles:

"Getting the most for your food money" -- a leaflet which tells how to choose an adequate diet for the family at minimum cost.

"Milk for the family" (FB 1705), which tells the food value of milk in all its forms, and how you can economize by using the cheaper forms.

"Food for children" (FB 1674), which tells why different kinds of food are necessary for children and how to plan the child's meals.

"Good food habits for children" (L 42), which tells how to teach children to like and to choose the foods they need.

IF YOU are a relief worker, you may want "Family food budgets for the use of relief agencies", a folder which suggests low-cost weekly market lists for families of different size.

OUR POINT OF VIEW

THE CONSUMERS' GUIDE believes that consumption is the end and purpose of production.

To that end the CONSUMERS' GUIDE emphasizes the consumer's right to full and correct information on prices, quality of commodities, and on costs and efficiency of distribution. It aims to aid consumers in making wise and economical purchases by reporting changes in prices and costs of food and farm commodities. It relates these changes to developments in the agricultural and general programs of national recovery. It reports on cooperative efforts which are being made by individuals and groups of consumers to obtain the greatest possible value for their expenditures.

The producer of raw materials - the farmer - is dependent upon the consuming power of the people. Likewise the consumer depends upon the sustained producing power of agriculture. The common interests of consumers and of agriculture far outweigh diversity of interests.

While the CONSUMERS' GUIDE makes public official data of the Departments of Agriculture, Labor, and Commerce, the point of view expressed in its pages does not necessarily reflect official policy but is a presentation of governmental and non-governmental measures looking toward the advancement of consumers' interests.

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